

What is claimed is:

1. A waste container assembly comprising:

a shell having a contiguous shell side wall defining an open bottom, an open shell top, and a shell interior defined within the shell side wall;

a substantially rigid insert having a closed bottom, an open insert top, and a contiguous insert side wall, the closed bottom and the insert side wall together defining an interior for refuse collection, the insert being received substantially within the shell interior with the open insert top accessible through the open shell top; and

a cover having a top panel, a skirt depending from a perimeter of the top panel, and a refuse opening, wherein the skirt is adapted to overlie a portion of an upper end of the contiguous shell wall when installed.

2. A waste container assembly according to claim 1, wherein at least portions of the insert side wall near the open insert top contact corresponding portions of the shell near the open shell top thereat defining pinch regions that can pinch a part of a bag liner between the insert side wall and shell side wall when the bag liner is used to line the insert.

3. A waste container assembly according to claim 1, further comprising:

four interconnected side panels that together define the shell side wall and form a generally rectangular cylinder.

4. A waste container assembly according to claim 3, wherein the insert side wall is configured substantially similar to the shell side wall.

5. A waste container assembly according to claim 3, wherein the shell side wall is tapered such that the open bottom is larger than the open shell top.

6. A waste container assembly according to claim 5, wherein the insert side wall is configured substantially similar to the shell side wall, but wherein the insert side wall is tapered such that the open insert top is larger than the closed bottom, and wherein the insert is installed in the shell through the open shell top.
7. A waste container assembly according to claim 1, wherein at least the shell is formed from injection molded plastic.
8. A waste container assembly according to claim 1, further comprising:
at least one display region defined in the shell side wall and adapted to releasably secure a visual media object adjacent the display region.
9. A waste container assembly according to claim 8, further comprising:
a removable display frame attached to the display region to secure the visual media object to the display region when installed.
10. A waste container assembly according to claim 9, further comprising:
a lower segment of the frame that is secured to the shell side wall; and
an upper segment of the frame having an upwardly extending flange that is overlapped by the skirt of the cover when the cover is installed on the shell.
11. A waste container assembly according to claim 1, the shell sidewall formed from a plurality of intersecting side panels, at least one of the side panels defining a display region thereon, the display region adapted for releasably securing a visual media object.

12. A waste container assembly according to claim 11, wherein the display region is curved concavely inward toward the shell interior.
13. A waste container assembly according to claim 1, further comprising:
an upward facing ledge defined on at least parts of a top of the shell; and
an outwardly extending lip round a perimeter of the open insert top, wherein the lip rests on the ledge to at least partially support the insert within the shell.
14. A waste container assembly according to claim 1, wherein the closed bottom of the insert is within the open bottom of the shell and touches a surface on which the shell rests to at least partially support the insert within the shell.
15. A waste container assembly according to claim 1, further comprising:
a product dispenser unit removably attached to a portion of the shell side wall.
16. A waste container assembly according to claim 15, further comprising:
at least one of a window washer fluid dispenser and a towel dispenser provided on the dispenser unit.
17. A waste container assembly according to claim 1, and adapted for use in a gas station environment, the waste container assembly including one or more visual media display regions and a window washer fluid bucket, each being provided on the shell side wall.
18. A waste container assembly comprising:
a shell having a shell side wall that defines at least an open shell top and a shell interior;

a substantially rigid insert having a closed bottom, an open insert top, and a contiguous insert side wall, the closed bottom and the insert side wall together defining an interior for refuse collection, the insert being received within the shell interior such that the open insert top is accessible through the open shell top;

at least one visual media display region provided on the shell side wall, the region adapted for releasably securing an visual media object containing visual information for display adjacent the display region of the shell side wall; and

a cover having a top panel, a skirt depending from a perimeter of the top panel, and a refuse opening providing access to the insert interior, wherein the skirt is adapted to overlie an upper end portion of the shell side wall when installed.

19. A waste container assembly according to claim 18, further comprising:

a removable display frame attached to the display region to secure the visual media object to the display region when installed.

20. A waste container assembly according 18, further comprising:

a removable display frame attached to the display region to secure the visual media object to the display region when installed;

a lower segment of the frame that is secured to the shell side wall; and

an upper segment of the frame having an upwardly extending flange that is overlapped by the skirt of the cover when the cover is installed on the shell.

21. A waste container assembly according to claim 18, further comprising:

a removable display frame attached to the display region to secure the visual media object to the display region when installed;

a lower segment of the frame having a plurality of tabs received in tab slots formed in the shell side wall; and

a pair of ears extending laterally from the frame near an upper segment of the frame, each of the ears received in slots formed in the shell side wall and permitting

the frame to pivot away from the shell side wall at least near the upper segment for insertion and removal of a visual media object between the frame and the display region.

22. A waste container assembly according to claim 21, further comprising:
a flange extending upward from the upper segment and that is overlapped by the skirt of the cover when the cover is installed on the shell.

23. A waste container assembly according to claim 18, further comprising:
a removable display frame attached to the display region to secure the visual media object to the display region when installed, the display frame having a pair of vertically oriented side segments defining tracks adapted for downwardly guiding a visual media object between the tracks and between the frame and the display region of the shell side wall.

24. A waste container assembly according to claim 23, further comprising:
a frame lower segment secured to the display region; and
a frame upper segment, the frame being pivotable about the lower segment such that the upper segment can move away from the display region to open the frame, and wherein the tracks define a gap between the frame and the display region that gradually increases moving from the lower segment to the upper segment when the frame is opened.

25. A waste container assembly according to claim 18, further comprising:
four interconnected side panels that together define the shell side wall and form a generally rectangular cylinder.

26. A waste container assembly according to claim 25, a display region defined on each of the four side panels.

27. A waste container assembly according to claim 25, wherein each of the side panels defines a display region thereon and wherein each display region is curved concavely inward toward the shell interior.

28. A waste container assembly according to claim 25, further comprising:
a display region provided on each of the side panels, wherein each display region is curved concavely inward toward the shell interior.

29. A waste container assembly according to claim 28, further comprising:
a removable display frame attached to one or more of the display regions to secure the visual media object to the respective display region when installed, each frame having a lower segment secured to the shell side wall, and having an upper segment with an upwardly extending flange that is overlapped by the skirt of the cover when the cover is installed on the shell, wherein both the upper and lower segments are curved concavely inward to follow a contour of the respective display region.

30. A waste container assembly according to claim 18, further comprising:
a modular product dispenser unit removably attached to the at least one display region.

31. A waste container assembly according to claim 30, further comprising:
at least one of a window washer fluid bucket and a towel dispenser carried by the dispenser unit.

32. A waste container assembly according to claim 18, further comprising:
four interconnected side panels that together define the shell side wall and form a generally rectangular cylinder;

a display region defined on each of the four side panels;
a modular product dispenser unit removably attached to one of the display regions; and
a removable display frame attached to each of the other display regions to secure the visual media object to the respective display region.

33. A waste container assembly according to claim 32, wherein each of the display regions is essentially identical and wherein each of the frames and the product dispenser unit is equipped to attach to any selected on one of the display regions.

34. A waste container assembly according to claim 18, and adapted for use in a gas station environment, the waste container assembly including one or more visual media display regions and a product dispenser unit, at least a portion of each being removably provided on the shell side wall.

35. A modular product dispenser unit for a gas station environment, the product dispenser unit comprising:

a bezel having a front and a back;
at least one product dispenser carried on the front of the bezel; and
a mounting device selected from at least two mounting options, wherein the selected mounting device is provided in a desired location in the gas station environment, and wherein the bezel can be selectively and removably mounted to either of the at least two mounting device options.

36. A modular product dispenser unit according to claim 35, wherein the product dispenser is a window washer fluid bucket.

37. A modular product dispenser unit according to claim 35, wherein the product dispenser is a towel dispenser.

38. A modular product dispenser unit according to claim 35, further comprising:

a side wall of the product dispenser having a pair of opposed and generally vertically extending sides;

a vertically oriented groove provided either in each of the opposed side walls or within the bezel; and

a vertically oriented rib provided on the other of the opposed side walls or within the bezel, each of the ribs received in a corresponding one of the grooves to hold the product dispenser in the bezel.

39. A modular product dispenser unit according to claim 38, wherein the product dispenser is a window washer fluid bucket.

40. A modular product dispenser unit according to claim 35, further comprising:

a pair of the product dispenser units, one being a window washer fluid bucket and one being a towel dispenser.

41. A modular product dispenser unit according to claim 35, wherein the mounting device is provided on a side wall of a waste container assembly within the gas station environment.

42. A modular product dispenser unit according to claim 35, wherein the mounting device is provided on a vertical surface within the gas station environment.

43. A modular product dispenser unit according to claim 35, wherein each of the mounting device options includes a hardware arrangement for mounting the product dispenser unit to the selected mounting device.

44. A modular product dispenser unit according to claim 43, wherein the hardware arrangement on each mounting device option is identical, and wherein the bezel includes complimentary hardware.

45. A modular product dispenser unit according to claim 43, wherein the hardware arrangement on each mounting device option is different, and wherein the bezel includes hardware complimentary to either or both of the mounting device option hardware arrangements.

46. A waste container assembly comprising:

a shell having a shell side wall that defines an open shell top and a surrounds a shell interior, at least a portion of the shell interior generally surrounding a refuse collection area, the refuse collection area accessible through the open shell top;

a portion of the shell sidewall forming a visual media display region, the display region arranged to releasably receive a visual media object containing visual information; and

a cover having a refuse opening providing access to the shell interior, wherein the skirt is adapted to overlie an upper end portion of the shell side wall when installed.

47. The waste container of claim 46, wherein the cover includes a top panel and a depending skirt depending from a perimeter of the top panel, the refuse opening formed in the top panel.

48. The waste container of claim 47, including a substantially rigid insert sized for insertion in the shell and having a closed bottom, an open insert top, and a contiguous insert side wall, the closed bottom and the insert side wall generally defining the refuse collection area.